



# GE HEALTHCARE: WORKING TO IMPROVE CANCER DETECTION IN WOMEN WITH DENSE BREASTS

## FACTS ABOUT 3D SENOGRAPHE PRISTINA™

Senographe Pristina provides breast images using **3D technology**



GE 3D mammography delivers **superior diagnostic accuracy** as compared to FFDM<sup>1</sup>



Senographe Pristina was **designed by women, for women**



The Senographe Pristina 3D mammography machine is **more inviting** and **more comfortable** than many other mammography machines, providing a **better overall breast exam experience**<sup>2</sup>



Senographe 3D Pristina has the **lowest radiation dose** of any FDA-approved 3D mammography machine<sup>3</sup> – the same as a 2D mammogram<sup>4</sup>

## FACTS ABOUT INVENIA™ ABUS AND BREAST ULTRASOUND



Invenia ABUS is a breast ultrasound device that uses **sound waves** to view breast tissue

Breast ultrasound can **identify suspicious areas** that mammograms don't show and **highlight breast changes** in women with dense breasts<sup>5</sup>



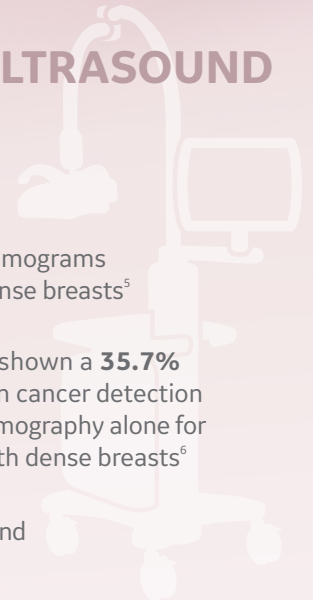
Breast ultrasound can help determine if a lump is a **fluid-filled cyst** or a **possible cancer**



ABUS has shown a **35.7% increase** in cancer detection over mammography alone for women with dense breasts<sup>6</sup>



There is **no radiation or pain** with breast ultrasound

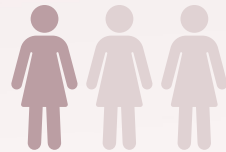


### DID YOU KNOW?

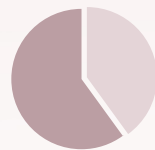


Having dense breasts **may increase your risk of breast cancer 4-6 times**<sup>7</sup>

### BY THE NUMBERS



Mammography may miss over **1/3 of cancers** in dense breasts<sup>7</sup>



**40%** of women have dense breasts<sup>6</sup>

### INTERESTING TIDBIT



Most states **require** that radiologists inform women if they have dense breasts<sup>7</sup>

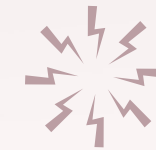


About **half** of breast cancers in women getting annual mammograms with 2D digital mammography will be missed<sup>7</sup>



**One in ten** 2D screening mammograms have a **false positive** result but 3D mammography can reduce that rate<sup>8,9,10</sup>

### STUDIES SHOW



The main reason women don't get mammograms is **fear of pain**<sup>11,12</sup>



Controlling how much your breast is compressed during a mammogram can **reduce your pain**<sup>13</sup>



3D mammograms can **find more breast cancers** than 2D mammography alone, especially for women with dense breasts<sup>9,10</sup>

1. GE Healthcare. Senographe Pristina Mammography System. Available at: <https://www.gehealthcare.com/products/mammography/senographe-pristina>.
2. IPSOS Patient Satisfaction Study sponsored by GE Healthcare, conducted with 315 patients across 2 sites in Europe, February 2017
3. Comparison of patient dose delivered by FDA approved DBT devices for a breast of average density, based on data presented in [1-2] and data on file. Device comparison includes GE SenoClaire, GE Senographe Pristina 3D in STD mode, Hologic Selenia Dimensions, Siemens Mammomat Inspiration, Fuji Aspiré Cristalle [1. Bouwman, R. W. and al., et. 2015, Physics in Medicine & Biology, pp. 7893-7907; 2. NHSBSP Equipment Reports 1306, 1404, 1307, and on Fujifilm AMULET Innovality.]
4. Superior diagnostic accuracy demonstrated in a reader study comparing the ROC AUC of GE screening protocol (V-Preview + 3D CC/MLO with 3D in STD mode) to that of 2D FFDM alone. V-Preview is the 2D synthesized image generated by GE Seno Iris mammography software from GE DBT images. FDA PMA P130020 <http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfpma/pma.cfm?id=P130020>.
5. American Cancer Society. Breast Ultrasound. Available at: <https://www.cancer.org/cancer/breast-cancer/screening-tests-and-early-detection/breast-ultrasound.html>
6. FDA PMA P110006 summary of safety and effectiveness.
7. Boyd NF et al. NEJM 2007; 356: 227--36.
8. Dabbous FM, Dolecek TA, Berbaum ML, et al. Impact of a False-Positive Screening Mammogram on Subsequent Screening Behavior and Stage at Breast Cancer Diagnosis. Cancer Epidemiol Biomarkers Prev. 2017.
9. McDonald ES, Oustimov A, Weinstein SP, Synnestvedt MB, Schnall M, Conant EF. Effectiveness of Digital Breast Tomosynthesis Compared With Digital Mammography: Outcomes Analysis From 3 Years of Breast Cancer Screening. JAMA Oncology. 2016;2(6):737-743.
10. Lee CI, Cevik M, Alagoz O, et al. Comparative effectiveness of combined digital mammography and tomosynthesis screening for women with dense breasts. Radiology. 2015;274(3):772-780.
11. Keemers-Gels ME, Groenendijk RP, van den Heuvel JH, Boetes C, Peer PG, Wobbes TH. Pain experienced by women attending breast cancer screening. Breast Cancer Res Treat. 2000;60(3):235-240.
12. Kornguth PJ, Keefe FJ, Conaway MR. Pain during mammography: characteristics and relationship to demographic and medical variables. Pain. 1996;66(2-3):187-194.
13. IPSOS Patient Satisfaction Study sponsored by GE Healthcare, conducted with 160 patients who used patient assisted compression across 2 sites in Europe, February 2017. Data on file.

## Imagination at work

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